

Appendix 6.5 DETAILED VISUAL ASSESSMENT

Viewpoint 1				
Public footpath along the River Tame. Water Orton.				
Receptor Type	Value of View	Receptor Susceptibility	Receptor Sensitivity	Distance to Application Site
Residential and recreational receptors	Medium	High	High	1.94 km
Existing View: Views are characterised by the combination of the natural landscape of the River tame valley, its tree vegetation and pastures contrasting with the urban edge of Water Orton and views of the elevated section of the M42. Views are enclosed and framed by trees along the river with the view channelled towards the motorway. Electricity pylons, located to the east and along the river form vertical elements, and are visible above the tree canopies.				
Predicted Visual Impacts of Proposed Development				
Description of Predicted View / Change			Magnitude of Change	Nature and Significance of Effect
Construction Phase: It is unlikely that construction phase of the Proposed Development would be visible or distinguishable, considering the distance and level of screening in this view. Views may however, include the crane during he construction of the chimney stack.			Negligible	Minor
Operational Phase: Views of the main buildings of the Proposed Development would be limited to its rooftop, considering the presence of trees in the landscape to the east of the M42. They screen views of existing industrial and business facilities in the Distribution Park, and the same would be true for the majority of the Proposed Development. Views of the chimney stack and plumes of smoke may be gained but due to the distance and its relatively small diameter, the stack would appear as a relatively small element. It would be seen in the context of electricity pylons, which would be closer and appear taller.			Negligible	Minor

Viewpoint 2				
Public footpath leading from Kingsbury Road to Lea Marston. Dunton Wood.				
Receptor Type	Value of View	Receptor Susceptibility	Receptor Sensitivity	Distance to Application Site
Recreational receptors	Medium	High	High	1.43 km
Existing View:				
This PRoW follows a relatively tall and dense hedge. Views towards the Hams Hall Distribution Park are generally screened and receptors are likely to focus on the landscape to the north and east. Due to changes in levels the landscape in these parts of the study area is more perceptible. Gaps in the hedgerow however, allow for some restricted views towards the Distribution Park. In these views electricity pylons form a strong vertical feature, with their height and form emphasised by the contrast with the simple and gently sloping topography of the arable field visible in the foreground. Some large scale built form in the Distribution Park is visible on the skyline but the low lying landscape is cloaked with tree vegetation.				
Predicted Visual Impacts of Proposed Development				
Description of Predicted View / Change			Magnitude of Change	Nature and Significance of Effect
Construction Phase: The construction phase of the Proposed Development would have limited influence over this view due to the distance and screening provided by the intervening trees. Movement within the Application Site would not be perceptible but some taller elements such as scaffolding and cranes would be visible above the tree vegetation but. These elements would be however partially screened and restricted by trees visible in the foreground and above the brow of the hill.			Negligible	Minor
Operational Phase: Considering the height of the electricity pylons within the Distribution Park it is likely that some upper parts of the Proposed Development would protrude above the tree vegetation. The height of the main building would be taller than those visible closer in the view however, likely to appear similar or lower to the tall building visible in the background. Some of the elements in the northern part of the Proposed Development, such as flue gas filters and filter dust silos, would be visible against the northern elevation of the main building. The chimney stack would be taller yet due to the distance would be seen lower and much narrower than the electricity pylons in the foreground. Due to the distance and its relatively small diameter the introduction of such built form would not change this view to a noticeable degree, being seen in the context of frequent vertical and large mass structures. The plumes of smoke would be however perceptible in certain weather condition.			Low	Moderate

Viewpoint 3				
Public footpath leading from the A446 to Lea Marston. Lea Marston.				
Receptor Type	Value of View	Receptor Susceptibility	Receptor Sensitivity	Distance to Application Site
Recreational receptors	Medium	High	High	0.88 km
<p>Existing View: This view shares a similar direction of view to Viewpoint 2, albeit is located closer and at a similar elevation to the Proposed Development. The path crosses an arable field with the tree vegetation along Hams Lane enclosing and restricting views. Built form in Lea Marston is visible to a limited extent through gaps in the roadside vegetation. Views of the nearby Hams Hall electricity sub-station are restricted with the majority of its infrastructure screened. It comes into the view more clearly as receptors continue towards Hams Lane. Lines of pylons converge at the substation and form a strong vertical element. Due to their number, height and proximity they change the perception of this agricultural landscape. Noise from the nearby motorways is audible. The existing built form with the Hams Hall Distribution Park is not visible.</p>				
Predicted Visual Impacts of Proposed Development				
Description of Predicted View / Change			Magnitude of Change	Nature and Significance of Effect
<p>Construction Phase: The movement and the majority of the construction activities within the Application Site would not be visible. Some taller elements such as cranes would be potentially visible above the tree canopies but considering the visibility of the electricity pylon behind the tree line, such elements would be restricted to a considerable degree.</p>			Negligible	Minor
<p>Operational Phase: The main building, dust silos and flue gas filters would not be visible due to the presence of trees along Hams Lane. The chimney stack would protrude above the tree canopies but would be substantially restricted and would be seen as a relatively small element and lower than the distant electricity pylons. The plumes of smoke, when visible, would draw attention to this vertical feature.</p>			Negligible	Minor

Viewpoint 4				
Grass verge along Hams Lane. Lea Marston.				
Receptor Type	Value of View	Receptor Susceptibility	Receptor Sensitivity	Distance to Application Site
Road receptors	Medium	Medium	Medium	0.99 km
Residential receptors	Medium	High	High	
Existing View:				
This viewpoint is located along Hams Lane, as the road diverts east towards Lea Marston. The view is characterised by horse paddocks, which sub-divide the pastoral fields along the road. Roadside hedgerow and tree vegetation link visually with the areas of woodlands visible in the foreground and enclose the view to a considerable degree and screen the more distant landscape. None of the buildings within the Hams Hall Distribution Park are visible. Electricity pylons and overhead lines cross this and more distant areas, and form a vertical feature. Large scale farm buildings are visible to the east with the nearest residential property located on the northern side of the road.				
Predicted Visual Impacts of Proposed Development				
Description of Predicted View / Change			Magnitude of Change	Nature and Significance of Effect
Construction Phase: The tree stand visible in the foreground would screen the construction activities within the Application Site, including the upper parts of scaffolding and the majority of the crane.			No change	No change
				No change
Operational Phase: The Proposed Development would not be visible from this particular locations and indeed this section of Hams Lane, including the nearby residential receptors. The plumes of smoke would be however perceptible in certain weather condition and would be recognised as part of the Hams Hall Distribution Park.			No change	No change
				No change

Viewpoint 5				
Lea Bridge. Lea Marston.				
Receptor Type	Value of View	Receptor Susceptibility	Receptor Sensitivity	Distance to Application Site
Road receptors	Medium	Medium	Medium	1.36 km
<p>Existing View: This viewpoint is located to the east of Lea Marston and illustrates views gained from the bridge. Similar views can be gained from the nearby railway bridge. Views are characterised by the river corridor with associated grassland enclosed by tree vegetation along the River Tame and the gently rising landform to the west. Tree vegetation on the slopes restricts views of the settlement with little built form visible through the tree canopies. Tree vegetation restricts views of the more distant landscape. Its influence over this view is however compromised by the electricity pylons, which protrude above this tree line and from a feature on the horizon. The built form in the Hams Hall Distribution Park is not visible except for the upper parts of some of the built form associated with Thermalite and Hanson facilities, which are located closer and to the north east of the Application Site.</p>				
Predicted Visual Impacts of Proposed Development				
Description of Predicted View / Change			Magnitude of Change	Nature and Significance of Effect
<p>Construction Phase: Tree vegetation along the river screens views of the more distant landscape and indeed the built form and electricity pylons around the Application Site. The construction activities would not be visible from this location.</p>			No change	No change
<p>Operational Phase: The Proposed Development would not be visible from this particular locations and indeed this section of Hams Lane, including the nearby residential receptors. The plumes of smoke would be however perceptible in certain weather condition and would be recognised as part of the Hams Hall Distribution Park.</p>			No change	No change

Viewpoint 6				
Playing fields near the Saint John the Baptist Church. Lea Marston.				
Receptor Type	Value of View	Receptor Susceptibility	Receptor Sensitivity	Distance to Application Site
Recreational receptors (sport facilities)	Medium	Medium	Medium	0.64 km
Existing View: This viewpoint is located within the playing fields, to the south of Lea Marston. The playing fields are enclosed by mature tree and hedgerow vegetation with little inter-visibility with the surrounding landscape. The church tower of Saint John the Baptist Church is visible amongst the tree canopies to the east, and one of the residential properties can be identified to the west. The large scale business premises, located along Canton Lane in the northern part of the Distribution Park are visible to the south east behind the surrounding trees.				
Predicted Visual Impacts of Proposed Development				
Description of Predicted View / Change			Magnitude of Change	Nature and Significance of Effect
Construction Phase: The construction activities and traffic would not be perceptible from this viewpoint due to the relatively tall trees surrounding the playing fields. Views of the cranes are also unlikely to be gained.			No change	No change
Operational Phase: The Proposed Development would not be visible from this particular locations and indeed this section of Hams Lane, including the nearby residential receptors. The plumes of smoke would be however perceptible in certain weather condition and would be recognised as part of the Hams Hall Distribution Park.			No change	No change

ENVIRONMENTAL STATEMENT

LANDSCAPE AND VISUAL

Viewpoint 7				
Public footpath along Faraday Avenue. Hams Hall Distribution Park.				
Receptor Type	Value of View	Receptor Susceptibility	Receptor Sensitivity	Distance to Application Site
Recreational receptors	Medium	High	High	0.26 km
Road users	Medium	Medium	Medium	
<p>Existing View: This is the closest viewpoint and is located at the junction of Faraday Avenue and Edison Road, and along a local PRow. Views are characterised by the presence of dual carriageway of Faraday Avenue, the repetitive pattern of street lights, and dense tree and hedgerow vegetation along the road. Vegetation screens the built form to a considerable degree. Electricity pylons add to the industrial character of this view. Vehicular traffic is frequent with noise from other nearby roads audible.</p>				
Predicted Visual Impacts of Proposed Development				
Description of Predicted View / Change			Magnitude of Change	Nature and Significance of Effect
<p>Construction Phase: Views of the construction phase of the Proposed Development would be gained with access to the Application Site visible along Faraday Avenue. Movement and other construction activities would be however partially screened by vegetation along the road and electricity pylons abutting the Proposed Development to the south west. Movement along Faraday Avenue would limit further the visual influence of the construction activities.</p>			Medium	Major
				Moderate
<p>Operational Phase: The Proposed Development would be seen across the roundabout and the view would be characterised by its strong geometric form and height, including the chimney stack, which is likely to be perceived as taller than the nearby electricity pylons. Faraday Avenue is associated with the Hams Hall Distribution Park but there is little perception of large scale buildings in this particular view. Such large scale built form is however present further east along the road and along Edison Road. Views of the chimney stack and plumes of smoke would increase the perception of industrial influence over this view.</p>			High	Major
				Major

Viewpoint 8				
Public footpath leading from Blyth End to the Coleshill Industrial Park. Blyth End.				
Receptor Type	Value of View	Receptor Susceptibility	Receptor Sensitivity	Distance to Application Site
Recreational receptors	Medium	High	High	1.59 km
Existing View: This viewpoint is characterised by the grassland and tree vegetation associated with the River Blythe. The landscape appears rural and relatively quiet. Views of the built form in the nearby Distribution Park can be however gained and in combination with the electricity pylons, which cross this landscape and the river corridor, change the perception of this landscape. Tree vegetation generally screens the more distant landscape and cloaks the horizon but views to the south west include residential properties of Coleshill.				
Predicted Visual Impacts of Proposed Development				
Description of Predicted View / Change			Magnitude of Change	Nature and Significance of Effect
Construction Phase: The existing vegetation successfully screens the built form in the eastern and southern part of the Hams Hall Distribution Park and views of electricity pylons abutting the Application Site cannot be gained. Views of the construction phase, including the cranes and scaffolding would be screened by the intervening trees along the river valley.			No change	No change
Operational Phase: The Proposed Development would not be visible from this locations and this PRoW. The plumes of smoke are also unlikely to be perceptible due to the distance and vegetative screening. When seen, they would be associated with the Hams Hall Distribution Park.			No change	No change

Viewpoint 9				
Path along the Shustoke Reservoir, near the visitors' car park. Shustoke.				
Receptor Type	Value of View	Receptor Susceptibility	Receptor Sensitivity	Distance to Application Site
Recreational receptors	Medium	High	High	2.81 km
<p>Existing View: This viewpoint is located along a permissive footpath that encircles the Shustoke Reservoir. Views are characterised by the presence of this large water body with tree vegetation surrounding the reservoir and generally restricting views of the more distant landscape, and forming a feature on the horizon. The building of the Pumping Station of Whitacre Waterworks can be identified amongst tree canopies and is visible against large scale built form in the Hams Hall Distribution Park, identified as the Nestle Purina building. Sainsbury Distribution Centre is visible further left, and near the centre of the view. Electricity pylons cross the distant landscape and form a feature on the skyline.</p>				
Predicted Visual Impacts of Proposed Development				
Description of Predicted View / Change			Magnitude of Change	Nature and Significance of Effect
<p>Construction Phase: Considering the limited level of visibility of the electricity pylons around the Application Site it is unlikely that the construction phase of the Proposed Development would be perceptible. Tree cover around the reservoir would screen views of the upper elements such as cranes and scaffolding.</p>			Negligible	Minor
<p>Operational Phase: The Proposed Development would not be visible from this locations and indeed from around the reservoir. The Sainsbury Distribution Centre would screen the main building with the chimney stack potentially appearing above its roofline. Such change in the view would be however difficult to distinguish. The plumes of smoke may be visible in certain weather conditions but due to the distance would be perceived as part of a distant landscape and not the foreground, therefore having limited visual influence.</p>			Negligible	Minor

Viewpoint 10				
Heart of England Way, near Halloughton Lane. Nether Whitacre.				
Receptor Type	Value of View	Receptor Susceptibility	Receptor Sensitivity	Distance to Application Site
Recreational receptors	Medium	High	High	2.98 km
Road users	Medium	Medium	Medium	
<p>Existing View: This viewpoint is located on the rising landform near Nether Whitacre and overlooks the distant valley of the River Tame. The foreground is characterised by arable fields and field boundary vegetation, which includes some mature trees. The railway line and the linear form of residential properties in Whitacre Heath can be identified in the low lying middle ground. Tree vegetation along the River Tame restrict the built form in the Hams Hall Distribution Park but some of its upper parts appear above the tree line. Along with the electricity pylons they form a feature and are easily recognised in this landscape. One of these buildings can be identified as the built form associated with Thermalite and Hanson facilities, which are located closer and to the north east of the Application Site.</p>				
Predicted Visual Impacts of Proposed Development				
Description of Predicted View / Change			Magnitude of Change	Nature and Significance of Effect
<p>Construction Phase: The majority of the built form in the Hams Hall Distribution Park is screened with their rooftops visible on the horizon and above the tree vegetation. Considering this limited level of visibility, including the electricity pylons around the Application Site it is unlikely that the construction phase of the Proposed Development would be perceptible. The construction crane would also be difficult to discern due to the distance and presence of other vertical feature sin this view.</p>			Negligible	Minor
				Negligible
<p>Operational Phase: Views of the Proposed Development would be limited to its rooftop with the chimney stack protruding above the distant tree vegetation. The linear and simple form of the rooftop would be compatible with and reflect the style of other built form in the Distribution Park, and therefore less likely to be noticeable. Due to the distance, the proposed built form would occupy a relatively narrow angle of view and there are other relatively tall buildings in the Distribution Park, visible to the left and the introduction of the Proposed Development would be less noticeable. Subject to weather conditions plumes of smoke may be visible, but the existing industrial context would limit its influence over this view.</p>			Negligible	Minor
				Negligible